



**WESTERN
FUELS
ASSOCIATION
INC.**

*The National
Fuel Supply
Cooperative*

**PRESS
MATERIAL**

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**WESTERN FUELS UNVEILS UNIQUE
POLITICAL-ACTION WEBSITE IN
CYBERWAR ON CLIMATE CHANGE**

(Arlington, VA – September 18, 1997) Those who browse the World Wide Web in search of information on climate change now have an opportunity to voice concern about the impact of proposed climate-change policies by sending a message to their representatives in the U.S. Congress urging them to resist efforts by the Clinton Administration to commit the United States to targets and timetables for greenhouse gas reductions. A copy of the letter is also directed to President Clinton.

The site – with the Web address (URL) <http://www.globalwarmingcost.org> – is designed by Bonner & Associates of Washington, DC, quickly to familiarize small and large business owners, families, senior citizens, farmers, and those concerned about the potential for American jobs to move overseas about the probable impacts of climate-change policies under consideration by negotiators of the United Nations Framework Convention on Climate Change (Rio Treaty). A Third Conference of the Parties to the Rio Treaty will take place in December in Kyoto, Japan where it is anticipated there will be an agreement to limit carbon dioxide emissions from the combustion of fossil fuels like coal (used to generate 53% of the electricity in the U.S.), gasoline, natural gas, and other petroleum products.

Visitors to the site first read, "President Clinton has a choice whether to force the United States to meet the goals of the Framework Convention on Climate Change (Rio Treaty). If President Clinton's Administration ties the United States to these goals, it will cost you money." The visitor is then invited to learn how they might be impacted personally by visiting other pages on the site which are designed to convey information tailored to their interests. If they subsequently decide to take action, another page takes information from them concerning their place of residence. Their Senators and

(more)

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Congressional representative are then identified and they are able to direct a letter to them and provide a copy to President Clinton.

According to Western Fuels Association general manager and chief executive officer Fred Palmer, his Board of Directors decided to experiment with this approach to mobilizing grassroots opposition to proposed Rio Treaty amendments after their experience in an effort in Iowa which culminated in an open letter to the President, Vice President Gore, and the U.S. Congress signed by representatives of over 10,000 large and small Iowa businesses and over 160,000 Iowa farmers and labor union members [see WFA press material dated July 21, 1997]. "Our effort with this Web site is to create and build a mailing list of politically-important activists, not just people interested in the subject of climate change but people who are willing to take action," Palmer explains. "The Iowa effort taught us that outside the Washington Beltway, people have only general information about climate change but, when presented facts concerning the probable impact of pending Clinton Administration commitment to anticipated changes in the Rio Treaty, they quickly perceive what they have at stake and are motivated to take action to forestall the additional commitment. We believe this Web site will be a cost-effective way mobilize a citizen army of activists to turn-back the agenda of environmental elitists both inside of and outside the government who seek to make one of life's necessities – energy – scarce and expensive."

Western Fuels Association is a cooperative enterprise operating on a not-for-profit basis to provide coal for the generation of electricity by consumer-owned electric utilities throughout the Great Plains, Rocky Mountain and Southwest states, and in Louisiana. Western Fuels' 23 member/owners are rural electric generation and transmission cooperatives, municipal utilities, and other public power entities.